



Toolkit for Evaluating Course Web Sites Version 1.1

Evaluation Protocol

Materials Needed

1. Site URL
2. [Heuristics](#)
3. [Scoring Sheet](#)
4. [Checklist](#) (or [web-based interface](#))

NOTE: Items 2–4 are included in the [Excel file](#) or the [web-based interface](#).

Resources Needed (add links in the [bookmark text file](#) to your browser)

1. W3C Markup Validation Service (<http://validator.w3.org/>)
2. WatchFire Bobby (<http://bobby.watchfire.com/bobby/html/en/index.jsp>)
3. VisCheck (<http://www.vischeck.com/vischeck/vischeckURL.php>)
4. xat.com WebSpeed Simulator (<http://www.xat.com/wo/index.html>)
5. Dr. Watson (<http://watson.addy.com/>)
6. Doctor HTML (<http://www.doctor-html.com/RxHTML/cgi-bin/single.cgi>)
7. Lynx Viewer (<http://www.delorie.com/web/lynxview.html>)
8. AnyBrowser.com Screen Size Tester (<http://www.anybrowser.com/ScreenSizeTest.html>)
9. Web Browsers (Internet Explorer, [Netscape Navigator](#), [Mozilla Firefox](#), [Opera](#))

Evaluation Tips

1. Complete entire evaluations for sites that at least 50% complete (vs. under construction) and use English.
2. Be thorough: look at all HTML (rendered and not rendered objects such as ALT tags); check all links for correct functioning or run Doctor HTML

Evaluation Process

1. Indicate the evaluator and starting time of the evaluation on the checklist.
2. Load the site in a browser.
3. Enter the web site information on the checklist (URL, status, language, name, year, quarter).
 - a. If the site is under construction or not in English, then do not complete the evaluation.
4. Enter the remaining web site information on the checklist.
 - a. When noting the content provided, look in all areas of the site. For instance, the course location may be in a syllabus, but still counts as being provided.
 - b. When determining access requirements, test the site in the various browsers and simulators to ensure that it works properly in each.



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NOTE: Steps 5 through 8 can be skipped if you are using the Excel file or the web-based interface; computations are automated with the Excel and Web resources.

5. For each evaluation criteria:
 - a. Determine the highest rating for each relevant sub-criterion (i.e., numbered item for a rating level).
 - b. Convert the highest rating for each sub-criterion from step a into a numerical score, based on the following rating scale:
 - i. Excellent – 3 points
 - ii. Good – 2 points
 - iii. Fair – 1 point
 - iv. Poor – 0 points
 - c. Compute the average points across sub-criteria (i.e., sum up the points from step b and divide by the number of relevant sub-criteria).
 - d. Round the average points from step c:
 - i. If remainder $\leq .5$, then apply a floor operation (i.e., truncate)
 - ii. If remainder $> .5$, then apply a ceiling operation (i.e., round)
 - e. Assign the rating level that corresponds to the average points from step d

An example assessment

Step a

Excellent	Good	Fair	Poor
☐ Core content items x Non-core content items ☐ Content complete	☐ Core content items ☐ Non-core content items x Content complete	☐ Core content items ☐ Non-core content items ☐ Content complete	x Core content items ☐ Non-core content items ☐ Content complete

Step b

Excellent	Good	Fair	Poor
☐ Core content items 3 Non-core content items ☐ Content complete	☐ Core content items ☐ Non-core content items 2 Content complete	☐ Core content items ☐ Non-core content items ☐ Content complete	0 Core content items ☐ Non-core content items ☐ Content complete

Step c

$$\text{Sum} = 3 + 2 + 0 = 5$$

$$\text{Number of relevant criteria} = 3$$

$$\text{Average points} = 5/3 = 1.667$$

Step d

$$\text{Average points} = 2 \text{ (ceiling operation)}$$

Step e

$$\text{Rating} = \text{Good (corresponds to 2 points)}$$

6. After evaluating the site on all 12 criteria, compute the total score (i.e., sum of ratings for each criterion, based on the above rating scale) and enter it on the checklist.



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7. Indicate the appropriate total points available on the checklist (36 or 33 when the site does not include graphics or multimedia).
8. Determine the grade that corresponds to the total score and total points available. Grades are based on the [UW grading system](#).

TS (36 TPA)	TS (33 TPA)	Grade
35-36	32-33	A
32-34	29-31	A-
29-31	26-28	B+
26-28	24-25	B
23-25	21-23	B-
20-22	18-20	C+
17-19	16-17	C
14-16	12-15	C-
11-13	10-11	D+
8-10	7-9	D
6-7	6	D-
0-5	0-5	F

9. Enter any comments that you may have about the site on the checklist.
10. Indicate the ending time of the evaluation and the total evaluation time (in minutes) on the checklist.